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ABSTRACT

In 1986, a Reverse Transfer Project was initiated at Moraine Valley Community College (MVCC) in order to promote the summer school attendance at MVCC of "reverse transfer" students (i.e., students who attended another institution during the regular academic year). A mailing, containing a cover letter, informational brochure, summer catalog, and registration form, was sent to 5,657 college students within the MVCC district. The return rate on the mailing, as measured by the number of students who received the mailing and registered for a summer school class at MVCC, was 20%. The 972 reverse transfer students generated a total of 4,831 semester credit hours, with the most popular subject areas being mathematics (290 students), business (196 students), and communications (190 students). A survey was sent to a random sample of 536 of the reverse transfer students to determine why they came to MVCC for summer school. Responses from 138 students indicated that: (1) 50.4% of the transfers were sophomores and 45.2% were juniors or seniors; (2) the most frequently cited majors were Business and Education; (3) 68% reported a grade point average between 2.5 and 3.49; (3) reasons rated most important for enrolling at MVCC were "lightens fall schedule," "close to home," and "courses transfer easily"; (4) respondents tended to rate the academic reputation of their own school higher than that of MVCC; and (5) 78% indicated that they would take another summer school course at MVCC. (UCM)

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REVERSE TRANSFER PROJECT
SUMMER 1986

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JC 870 500

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Moraine Valley Community College

RESEARCH NOTE
Office of Institutional Research

DATE: February 1987

RE: Reverse Transfer Project, Summer 1986

The following report summarizes the summer 1986 Reverse Transfer project. The purpose of this project was to promote summer school attendance at Moraine Valley to "reverse transfer" students, that is, college students who attend another institution during the regular academic year. This report includes a summary of information collected at registration for all of the reverse transfer students; and the results of a survey sent to half of these students.

In February 1986, mailing labels were purchased from the Market Compilation & Research Bureau, Inc. The mailing labels contained names and school addresses for college students with a home address zip code within Moraine Valley's district; Moraine Valley students, known seniors and graduate students were omitted. The Publications department developed a mailing to be sent to these students including: a cover letter, a 2 page brochure, a mini catalog of selected summer 1986 semester credit courses, and an easily identifiable (bright yellow and green) registration form. These promotional materials suggested several reasons a student might consider summer school at Moraine Valley including the following: an easier Fall schedule, reasonable tuition at Moraine Valley, easily transferred courses, flexible scheduling, and the quality of the education available at Moraine Valley.

In order to make the registration process as convenient as possible, the registration form included with the materials was self-mailing. For those students who might prefer to register in person or by phone, the dates and times for registration were printed on the first page of the mini catalog.

Students who mailed in their registration form were identified as reverse transfer by the yellow and green registration forms. These forms were set aside at registration for return to the Research Office. Students who registered by telephone or in person who indicated attendance at another institution during the regular school year were asked if they had received the reverse transfer mailing. If the student indicated they had received the mailing, a registration form was marked reverse transfer and set aside with the others for return to the Research Office.

The Reverse Transfer mailing was sent to 5,657 students on April 1, and April 2, 1986; 171 pieces were returned undeliverable, resulting in a total of 5,486 students who received the mailing. Table 1 shows the reverse transfer student enrollment and the number of credit hours generated. Registration collected and

returned 1,082 registration forms to the Research office. The return rate, that is, the number of students who received the mailing and registered for a summer school course at Moraine Valley was 20%. The number of semester credit hours generated by the reverse transfer students was 4,831 and the average number of semester credit hours per student was 4.5.

Table 1

Item	N	%
Number of Students who received mailing	5,486	
Number of Students who registered	1,082	
Return rate		20%
Credit hours generated	4,831 hours	
Average credit hours per student	4.5 hours	

The method of registration is shown in Table 2. More than half (54%) of the students identified as reverse transfer registered by mail, slightly less than one third (29%) registered by phone, and 17% registered in person. The method of registration was unknown for 110 of the 1,082 reverse transfer students (10%). The percentages shown in Table 2 are based upon the 972 students for whom information was available.

Table 2

Method of Registration	N	%
Walk-in	166	17%
Phone	285	29%
Mail	521	54%
Total	972	100%

Table 3 shows the colleges the reverse transfer students attend during the regular academic year. The top 3 colleges the reverse transfer students attend are: Northern Illinois University (N=203), University of Illinois, Champaign (N=180), and Illinois State (N=99). The top 3 colleges are all public 4-year institutions. Private 4-year colleges with 10 or more students who attended summer school at Moraine Valley are: Bradley (N=44), Lewis (N=26), Rosary (N=22), Illinois Institute of Technology (N=11), and Illinois Wesleyan (N=10). An out of state college was named by 151 students. The name of the college attended during the academic year was not obtained for 157, or about 15% of the reverse transfer students.

Table 3

College Attended During Regular Academic Year

COLLEGE NAME	NUMBER
Public 4-year Illinois Colleges	
Chicago State University	1
Eastern Illinois University	24
Illinois State University	99
Northeastern Illinois University	4
Northern Illinois University	203
Southern Illinois University	21
University of Illinois - Champaign	180
University of Illinois - Circle	16
Western Illinois University	34
Private 4-year Illinois Colleges	
Augustana College	2
Aurora College	1
Bradley University	44
College of St. Francis	2
Columbia College	2
Concordia Teachers College	1
DePaul University	1
East-West University (Chicago)	3
Elmhurst College	4
Eureka College	1
Governors State University	1
Illinois Benedictine College	8
Illinois Institute of Technology	11
Illinois Wesleyan University	10
Kendall College	1

Table 3 (continued)

COLLEGE NAME	NUMBER
Lake Forest College	3
Lewis University	26
Lincoln Christian College	1
Loyola University of Chicago	13
MacMurray College	1
Millikin University	1
Monmouth College	1
Moody Bible Institute	1
Northwestern University	1
Olivet Nazarene College	1
Roosevelt University	1
Rosary College	1
St. Xavier College	22
Trinity Christian College	9
Trinity College	4
Wheaton College	1
Other	
Area Community Colleges and Vocational Schools	13
Out of State Colleges	151
Unknown	157
TOTAL	1,082

Table 4 shows the most popular subject areas and courses selected by the reverse transfer students. The most popular subject areas were: mathematics (290 students enrolled in a mathematics course), business (196 students enrolled in a business course) and communications (190 students enrolled in a communications course). The courses with the largest enrollments were COM 103 (N=106), and ECO 101 (N=63).

Table 4

Courses Taken by Reverse Transfer Students

	Enrollment
Subject Area	
Mathematics	290
Business	196
Communications	190
Economics	108
Psychology	102
Philosophy	78
Sociology	64
History	62
Biology	54
Literature	49
Course	
COM 103	106
ECO 101	63
SOC 101	48
PSY 101	46
BUS 142	47
PHI 101	45
COM 102	45
MTH 206	44
BUS 110	43
ECO 102	43
COM 101	37
BUS 143	32
MTH 124	32
MTH 143	38
MTH 145	32
MTH 150	31

SURVEY RESULTS

A survey was sent to a random sample of approximately half of the reverse transfer students. The purpose of the survey was to determine why students came to Moraine Valley for summer school, and to ask students their opinion of Moraine Valley. The survey was mailed to 536 students on July 30, 1986; 138 surveys were returned to the Research Office (6 were returned marked undeliverable), for a return rate of 26%. Since it was assumed that most of the students had returned to their schools by the

middle of September, a second mailing was not made.

The respondents were asked which college they attended during the school year. The top 3 colleges named by the respondents were: Northern Illinois University (N=32 or 23%), University of Illinois, Champaign (N=24, or 18%), and Illinois State (N=13, or 9%). These are the same top 3 senior colleges identified by all reverse transfer registrants. Ten out of the top 11 colleges named by the survey respondents are the same as the top 11 listed by all reverse transfer students, indicating that the distribution of senior colleges in the survey sample is similar to the distribution of senior colleges of all reverse transfer students.

Table 5 shows the academic standing of the survey respondents. The largest number of respondents were sophomores (N=69, 50.4%). There were a few (N=6, or 4.4%) freshmen. Slightly under half (45.2%) of the survey respondents were juniors or seniors.

Table 5

Academic Standing

Year	N	%
Freshman	6	4.3%
Sophomore	69	50.4%
Junior	36	26.3%
Senior	26	19.0%
Total	137	100.0%

Respondents were asked to indicate their college major; 66 different majors were listed by the respondents. The most frequently mentioned majors were: Business, (N=20), Education, (N=14), Nursing (N=11), Engineering (N=10), and Accounting (N=5).

Table 6 shows the self-reported grade point averages of the respondents. The majority of the students (68%) had a GPA between 2.5 and 3.49; 21% had a GPA of 3.5 or more, and 10% had a GPA of less than 2.5. One student admitted to a GPA of less than 2.0.

Table 6

Grade Point Averages

GPA	N	%
3.5 - 4.0	29	21%
3.0 - 3.49	46	34%
2.5 - 2.99	47	34%
2.0 - 2.49	14	10%
below 2.0	1	1%
Total	137	100%

Respondents were asked to indicate the three most important reasons for enrolling in summer school at Moraine Valley. Table 7 shows the number and percent of students who indicated a reason was important, and the rank order by importance. The reasons rated most important were: lightens the fall schedule, close to home, and courses transfer easily. While a few more students chose close to home (N=92) than a lighter fall schedule (N=86), an easier fall schedule was rated as more important to the respondents. Saving money and flexible scheduling were chosen as important reasons by about one third of the respondents. Most of the "other" reasons listed by respondents were related to convenience. The percentages in Table 7 are based on the 137 students who responded to the survey.

Table 7

Reasons For Enrolling at Moraine Valley

Reason	N	%	Rank
Lightens my fall schedule	86	63%	1
Close to home	92	67%	2
Courses transfer easily	77	56%	3
Saves money	49	36%	4
Flexible scheduling	43	31%	5
Need to make up a course	31	23%	6
Helps me improve my grades	31	23%	7
Other	21	15%	8
Difficult to enroll in same course at my school	21	15%	9

Respondents were asked to rate their school's academic reputation, Moraine Valley's academic reputation, and the instructors and classes they had at Moraine Valley. The following scale was used to rate each item: 4 = excellent; 3 = good; 2 = fair; and 1 = poor. The arithmetic mean was calculated for each of the items and is presented in Table 8. The respondents rated their school's academic reputation highly (mean 3.5); only five respondents rated their own school as fair, none rated it poor. Respondents gave Moraine Valley's reputation a lower rating (mean 2.7); however the majority (69%) of the respondents rated Moraine Valley's academic reputation as good or excellent. The instructors at Moraine Valley (mean 3.1) and the courses at Moraine Valley (mean 3.0) were favorably rated by the respondents.

Table 8

Rating of Reputation, Instructors and Classes

(Scale = 1.0 - 4.0)

Item	Mean
Rate your school's academic reputation	3.5
Rate Moraine Valley's academic reputation	2.7
Rate the instructors you have at Moraine Valley	3.1
Rate the courses at Moraine Valley	3.0

Also rated very favorably by the survey respondents was the ease with which students can register. When asked if they had found the registration process convenient, 97% of the respondents indicated that registration was convenient or very convenient.

As one additional measure of student satisfaction, the respondents were asked if they would take summer classes at Moraine Valley again. More than 3 out of 4 (78%) said that they would take a summer class at Moraine Valley again; 17 respondents (12%) indicated that "maybe" they would take a class again; and only 14 (10%) said that they would not take a class at Moraine Valley again. Respondents were also asked to indicate why they would or would not return to Moraine Valley next summer. Almost

all of the students who said they would not return indicated they did not need any more credits or they were graduating as the reason for not taking a summer class again. The most frequently given reasons why a student would return to Moraine Valley next summer were: makes an easier fall schedule, close to home, cost, enjoyed the class, convenience, flexible scheduling, nice environment, friendly people, easy to transfer courses, and easy to register.

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